

# *The* **REPORTER** *of Direct Mail Advertising*

THE LIBRARY OF THE

APR 16 1946



*A Trip Through the Post Office . . . see Page 13*

*A Report of Direct Mail Activities  
During March, 1946*



## YOU CAN'T SELL SITTING DOWN

Electrical equipment manufacturers confidently anticipate sales of five billion dollars a year . . . or three times pre-war production.

But annual sales, like production, don't just happen, despite pent-up demands and liquid savings of 150 billions . . . and order-taking can never expect to face as secure a future as salesmanship.

That is why this Corporation — "Paper Makers to America" — has launched an expansion program consistent with its size, and why research is tireless in the development of ever better printing surfaces for ever better impressions.

Demand for Mead Papers, including the Mead, Dill & Collins, and Wheelwright lines, is evidence enough of the fact that record-breaking sales-expectations in all business fields are not to be realized sitting down. America knows that goods must be sold even to a public impatient to buy.

★★★ Mead offers a completely diversified line of papers in colors, substances, and surfaces for every printed use, including such famous grades as Mead Bond; Moistrite Bond and Offset; Process Plate; Wheelwright Bristols and Indexes; D & C Black & White; Printflex; Canterbury Text; and De & Se Tints.

**MEAD**  
*papers*

1846 • ONE HUNDRED YEARS OF PAPER MAKING • 1946

THE MEAD CORPORATION • "PAPER MAKERS TO AMERICA"

ESTABLISHED 1846

THE MEAD SALES COMPANY, 230 PARK AVENUE, NEW YORK 17 • SALES OFFICES: MEAD, DILL & COLLINS, AND WHEELWRIGHT PAPERS • PHILADELPHIA • BOSTON • CHICAGO • DAYTON

# Advice On Mail Order

This is an item THE REPORTER business office will use as a clipping in answering requests from veterans to tell them how to get in the mail order business . . . or tell them how to find a product to sell by mail.

Somebody has been handing the veterans a lot of bunk about the mail order business. Maybe some of those sleezy, syndicated mail order racket publications have been circulated among the members of the armed forces. Even in some of the large national publications, there have appeared stories dramatizing the mail order business. In the March issue of Coronet magazine there is a feature on page 141 entitled "There is Money in the Mail Order Business." The trouble with that article in particular is that it glamorizes the successes but doesn't mention the thousands of failures. It gives an intriguing picture of the "luck" which enabled Richard Sears to found Sears-Roebuck. It tells how E. P. Beaumont of Buffalo, unemployed and down to his last dollar, built up a million dollar mail order business. Of course there is an account of how John Blair of the New Process Company of Warren, Pennsylvania started a gold mine with the lucky sale of a black raincoat to an undertaker in a small Pennsylvania town. Bob Collier is the hero in a drama which sold millions of dollars worth of books. The last paragraph reads as follows:

If you want to switch from buying to selling, all you need is a quality product, a bargain rate and an appealing sales talk. With the same shoestring used by Sears, Beaumont and others, you may be able to set yourself up in a new business that is not only intriguing but profitable.

So . . . no wonder that THE REPORTER office is receiving hundreds of letters from servicemen and others asking us to help them get started in the fabulously successful mail order field.

The kind of advice some of these veterans are getting! Just this month we picked up an article in a mail order magazine entitled "Mail Order Selling for the Veteran." It outlines the various fields and products which might prove successful.

Here are two paragraphs on the "factors" which must be considered.

The product itself must be easy to make and must be one which can be sold with a rather high margin of profit. It should be one which can apply itself to the various mail order sales techniques.

It must also be remembered that any mailing tests made upon 1,000 names producing 60 sales, should be sufficient to produce a foundation for a sizeable national operation. In other words, if an item selling for \$1.98, produces a net profit of \$1, mailed to 1,000 names, at an approximate cost of \$40.00 per 1,000, would bring the operator \$20.00 per 1,000 profit, if he hits the 6 percent or 60 orders per 1,000. The mailing of 100,000 such circulars within the period of a year would net a \$20,000 profit.

Doesn't that sound attractive? And easy?

But read the last paragraph again. The author of that article made a mistake of only \$18,000 in his figures. If his first profit figures on a thousand letters were correct . . . the hundred thousand circulars net \$2000 profit instead of the \$20,000 held before the eyes of the veteran.

That's the kind of bunk being handed the veterans about the mail order business. Not long ago we checked up on a particularly obnoxious

advertisement of a mail order opportunity. The advertiser offered a sure-fire recipe for success in the mail order business. He advertised under a box number. When our investigators located him, we found that this fellow who was telling other people how to be successful in the mail order business (and charging for it) ran his shyster business from a hall bedroom from which he had just been dispossessed for non-payment of rent.

Our advice to the veterans and to all who inquire is . . . go easy and don't be fooled. The mail order business is a good business . . . but it is difficult. The failures outnumber the successes by thousands of times. Don't ask us to find you a product which you can sell by mail and make you a million . . . because if we knew what that product was we might be selling it ourselves.

Unless like John Blair, you stumble into an accidental natural such as selling unavailable black raincoats to undertakers, don't go into the mail order business until you have learned the basic fundamentals; until you have learned the headaches and the pitfalls; and unless you have enough money to test your new venture thoroughly. It costs money to test.

## THE REPORTER OF DIRECT MAIL ADVERTISING

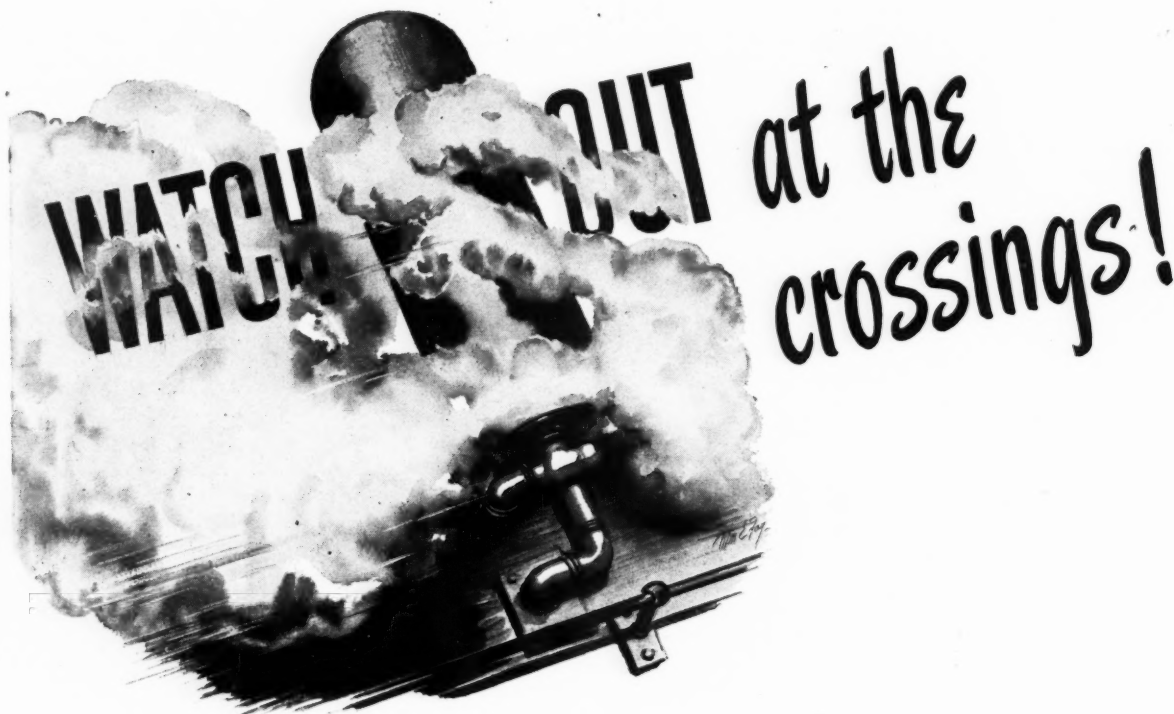
Edited by Henry Hoke, assisted by associate reporters all over the world

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American business goes on with its plans for years of prosperity, all obstacles notwithstanding. Free economy has helped make this country what it is, and an aroused people will play rough with anything that blocks the crossings. Backward concerns, too, will be ground under the wheels of progressive, onrushing business. In this powerful drive toward continuous prosperity, advertising will furnish the fuel, much of it in the form of printed material. Champion paper continues to be a favorite everywhere, with its wide assortment of coated and uncoated for letterpress and offset, business papers, envelope, tablet writing, papeterie and specials. Keep your steam up with good advertising on Champion paper.

THE *Champion Paper* AND FIBRE COMPANY... HAMILTON, OHIO



Manufacturers of advertisers' and publishers' coated and uncoated papers, bristols, bonds, envelope papers, tablet writing and papeterie . . . 2,000,000 pounds a day  
MILLS AT HAMILTON, OHIO . . . CANTON, N. C. . . HOUSTON, TEXAS

District Sales Offices

NEW YORK • CHICAGO • PHILADELPHIA • CLEVELAND • BOSTON • ST. LOUIS • CINCINNATI • ATLANTA • SAN FRANCISCO



# A Survey of Surveys By Mail

If you are interested in the technique of handling questionnaires by mail be sure to read the March 29 issue of Tide magazine. The lead story is entitled "Research by Mail . . . An Appraisal."

*This reporter* had the opportunity of seeing advance proofs. It is an important story.

Briefly . . . Nicholas Samstag, Time's promotion director, undertook to find out more about the accuracy of the mail questionnaire method when used among higher educational and income groups. Time mailed a questionnaire to 3000 typical subscribers. 1052 responded . . . a return of 34.9 percent.

Several weeks later . . . both the repliers and non-repliers were interviewed by personal canvassers who did not know who had replied or who had not replied. These interviewers succeeded in visiting and questioning 1387 people. 505 proved to be repliers to the questionnaire and 882 were non-repliers.

There had been 76 questions in the original questionnaire. In 52 of the 76 questions, the interviewers found no significant difference between the mail repliers and the non-repliers. In the remaining 24 questions, less than half showed important differences.

To make the study and the story more interesting, Time cooperated with Tide magazine in a follow-up survey. A questionnaire, produced by Time but sent out on Tide's letterhead, asked 12,500 advertising people (agency executives, etc.) for pertinent questions about the relative merits of surveys made by mail questionnaire methods and those made by personal interviews. The response was 1598 or 12.8 percent. The returns from that second questionnaire showed that the advertising men didn't know what they were talking about, and they didn't understand the problems involved.

As a result of the major survey with the personal interview follow-up, Time came to this conclusion: "Mail questionnaires can produce accurate and satisfactory results on many subjects . . . provided they are used

*among groups which are comparatively homogeneous from the standpoint of education and familiarity with the subject of the questionnaire."*

That is a brief report on the story. We urge all readers of THE REPORTER who are interested in the subject to get the complete story in Tide magazine.

Of course, we have been preaching the same sort of story in THE REPORTER for these many years, with the able assistance of Leonard Raymond and other experienced mail questioners. Results from mail questionnaires are just as accurate (sometimes more accurate) as personal interviews . . . if your list has the same general interest and is composed of people in higher education brackets.

Leonard Raymond proved years ago that the returns from a questionnaire decreased in ratio to the decrease in income or educational brackets.

You will all hear more about the questionnaire subject in coming issues of THE REPORTER. For many months we have been planning to survey, or to cooperate with other organizations in surveying the entire Direct Mail field. Those plans are now taking shape . . . and it won't be long now.

## SPEAKING OF SURVEYS

The American Legion Magazine (1 Park Ave., New York 1, N. Y.) has released the result of a survey conducted among veterans of World War II to discover their "drug products brand preferences" and buying habits since they returned to civilian life. The press release doesn't state how many questionnaires were mailed but there was a 13.14 percent return.

Of the responses 93.16 percent are employed. Many of the statistical results are interesting from an advertising standpoint.

For instance 27.24 percent take vitamins, with One-a-Day (Miles) in the lead. Lifebuoy soap is in the lead with a 30.01 percent preference. Palmolive following at 17 and Lux at 12. Surprisingly (and here's a

boost for advertising effectiveness) 36.23 percent use a deodorant, with Mum leading the field at 34.85 percent. Arrid follows with 27.61. Odo-rono has a mere 5.89.

Only 5.72 percent use an electric razor always, while 10.66 use it sometimes.

Here's a peculiar problem for advertisers . . . 91.13 percent of those answering the questionnaire say they are now buying the same drug products as they did before entering the service. Few new customers won by advertising?

In answer to the question "If at the present moment you could buy any fountain pen you liked, what brand would you choose?" 44.71 percent wanted a Parker. Shaeffer followed at 33.65 and Eversharp at 14.80. All the rest were in low figures.

What this all means . . . we don't know.

## DIRECT MAIL CONVENTION

The Direct Mail Advertising Association has decided to start back toward the old-fashioned conventions . . . but in a cautious and wise manner.

Instead of a one-day conference (such as those held during the war period) the Association will stage a two-day meeting this fall. It will be held in Chicago at the Stevens Hotel on Friday and Saturday, October 18 and 19, 1946.

Committees have already been set up . . . including the very important program planners.

The Stevens Hotel promised the Association a definite number of rooms . . . but on a share-the-space basis. They will try to crowd as many people as possible into each room.

The DMAA and the Stevens Hotel ask that you do not write to the hotel at this time for room reservations. That detail will be handled along with the registrations for the convention. In a short time registration blanks and other information will be sent to all members and friends. The Association will engage your room.

Very wisely the Association Board decided not to try to stage an exhibit of manufacturers and suppliers. The entire two days will be devoted to serious business sessions, panels and conferences.

Put it down on your calendar,

# KEEP YOUR EYES ON COLOR

There are many reasons why Direct Mail people should keep their eyes on COLOR—and should study all applications to Direct Mail . . . seriously.

The following item from the February issue of Provincial's Paper, house magazine of Provincial Paper Limited, 388 University Avenue, Toronto, Canada, inspired this item:

## THE COMING AGE OF COLOR

All signs point to a heavy increase in the use of color in advertising in the near future. But at the same time, more competent scientific direction will be exercised to see that advertisers use the right colors in the right places in the right circumstances, for better sales effectiveness, eye-appeal and economy.

What are the right colors for given sets of circumstances? Opinions used to vary on this point, but not any more. For now a group of scientifically established facts can be the guide of all printers in selecting proper colors for given purposes. Here are a few of them:

For legibility, black on yellow is the most easily distinguishable of color combinations, followed in order by green on white, red on white, and blue on white.

The colors of greatest appetite appeal, useful in food advertising and packaging, are orange, clear yellow, vermilion red, light green, tan and brown.

The most exciting of all colors is red. Violet and blue are the most subduing, green is the most tranquil and neutral, and yellow the most cheerful.

In the spring of the year tinted and pastel colors have a great public appeal. In the autumn our tastes run to rich shades of red, brown, green or purple.

In highly styled merchandise we look for unusual hues, but in volume merchandise, we move goods strictly with primitive colors like red, blue, green and white.

The marked preference of older people for blue as a favorite color may have something to do with a happening which takes place in the eyes of all of us. As we grow older the lens of the human eye grows yellower. (Yellow filters out blue light.) The lens of a child's eyes may absorb 10% of the potential blue light, but the lens of an oldster may absorb as much as 85%. A mighty interesting fact to remember when selling to various age groups.

Then there are various "tricks of the trade" to remember about the effects produced by various colors. Take deep

purple, for instance. It can be used to make products look whiter, where this is a factor in selling merchandise. Recently it was used extensively on cartons by a manufacturer of lard and shortening, greatly increasing the "buy appeal" of the merchandise.

Yes, there's a lot to be gained by memorizing these few essential facts about color, and using them when the occasion arises.

*This reporter* has been telling his production friends that the use of color in Direct Mail will grow tremendously in the coming years . . . in direct ratio with the acceptance (or acquaintance) by the public of color in other information media.

Keep your eyes on the movies. Some experts predict that within a few years, all moving pictures will be in full color (possibly with third dimension). That will mean that the mass public will be color conscious. Black and white will be a strange custom of the past. "They" will want to see products advertised in natural full colors. Advertisers and the printing industry must meet the challenge some way.

Keep your eyes on television. There is a big fight going on behind the scenes . . . as many of you know. Some experts claim that color television is "easier" or more practical than black and white. If the "color" crowd win out (antiquating all previously made sets . . . and requiring a new wave-length set-up) Direct Mail will be forced into full color formats. Some experts, such as Paul Kesten of Columbia Broadcasting, say that we'll have color television "by next Christmas" . . . or within a year. The Black and White-ers say it will be years. But it seems certain that at some point, all television will be in full color. The public will rush to buy sets once broadcasting is on a scheduled basis. Within a short time millions of homes will be receiving programs in full color. Products will be advertised in full color. Imagine the drabness of black and white Direct Mail pieces (advertising clothes for example) received in morning mail just after a televised fashion show has come over the air.

So . . . we hope that the manufacturers of printing equipment, the engravers, the printers are worrying about color . . . and doing something. Processes will have to be better perfected. Production must be speeded up. Present costs reduced. Advertisers themselves will be forced to study new layout and production techniques in Direct Mail.

We don't know how to tell you to study the situation. Right at present . . . it's confused. Very little real information. Best bet is to keep your eyes open.

The Grey Advertising Agency, Inc., 166 West 32nd Street, New York 1, N. Y., has done the most outstanding educational job by starting a monthly supplement to their famous house magazine "Grey Matter." The supplement titled "Television Grey Matter" is now (March 1946) in Volume 2, Number 8 . . . and it tries nobly to coordinate the scattered and hazy information on the progress of television. The March issue lambasts the new and coming industry for its uncertainty and lack of cooperative planning and promotion.

A few of the manufacturers involved are beginning to issue information or promotion pieces. The best we have seen so far is the 48 page with stiff cover 9"x12" brochure issued by Allen B. DuMont Laboratories, Inc., 2 Main Avenue, Passaic, New Jersey. It gives a fascinating picture and word story (excellently written by Herbert G. Strong and produced by Rogers-Kellogg-Stillson, Inc., 461 Eighth Avenue, New York 1, N. Y.) of the inception, development and possibilities of television. But no definite "when."

At any rate . . . color is coming . . . into the movies, into television and increasingly so in space advertising. The Graphic Arts Industry will have to keep in step. You folks who use printing to sell must keep your eyes on what's ahead.

## THE REPORTER

## KEEP YOUR HAT ON!



Dear Henry:

I note in one of your little items that you'd like to be on anybody's list to receive copies of House Magazines. That's swell. We'll put you on ours. Here's the first three 1946 issues.

And we won't take off our hat to anybody for a little publication gotten out in the \$3,000.00 per year class, 750 copies per issue.

It's nice to say hello to you.

Ernest G. Monigle  
Advertising Manager  
The American Pulley Co.  
4200 Wissahickon Avenue  
Philadelphia 29, Pa.

Reporter's Note to E. G. M.: Repeating our head . . . "Keep your hat on." Just read your three issues from cover to cover. Delightful! Good covers, swell writing, human interest, snappy cartoons, wise use of humor. Nothing to criticize. Could we beg, borrow, buy or steal your "Orchid of the Month" idea and illustration?\*

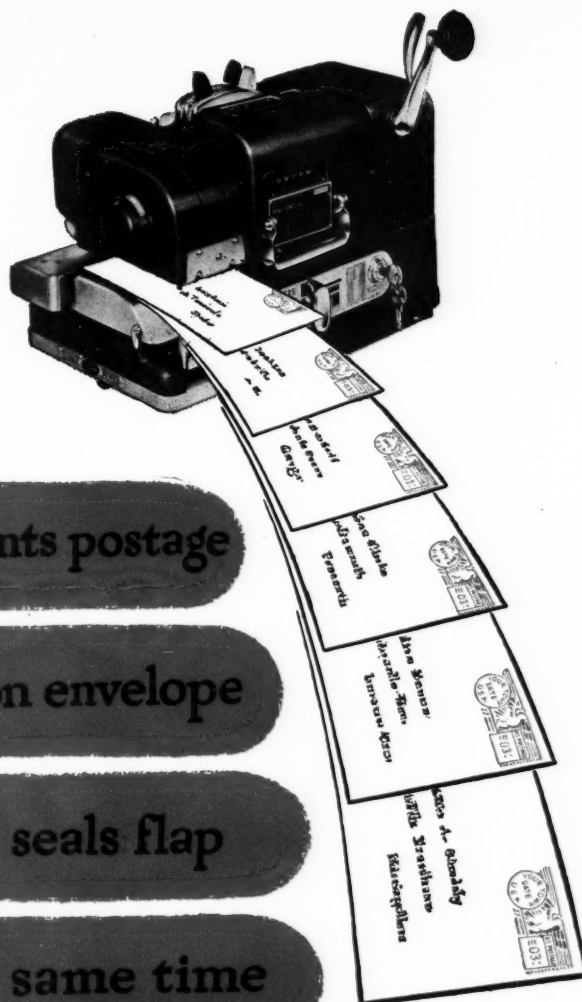
H. H.

Reporter's Note to all h.m. editors: I've just finished a five hour stint . . . leafing through all the house magazines received during past month. What's the matter? Are you tired, discouraged, fed-up, in the rut, or what? With a few notable exceptions, most of the specimens reflect drab, what-the-hell's-the-use attitude. Advice: (1) Take a vacation . . . or something to give you fresh outlook. (2) Get some new, young, enthusiastic blood on your staff. (3) Start swapping ideas with some of the h.m. editors who are not "tired" or (4) Persuade your president (or whoever else is responsible) to let you get away from stuffed-shirt dignity. The executive blue pencil ruins a lot of should-be-good house magazines.

\*Thanks for the electro. We'll give it right back to you at the head of this item.


H. H.

## THE REPORTER



 Prints postage

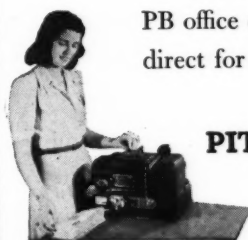
 on envelope

 seals flap

 same time

That's the short story of a postage meter . . . which makes mailing easy, efficient, fast, effort-saving . . . holds any amount of postage, always available in the right amounts . . . protects postage from damage, loss or theft . . . does its own accounting! And Metered Mail need not wait in the postoffice for postmarking or canceling, gets on its way sooner. Provides postage for parcel post as well as letter mail in thousands of modern offices!

There's a model for every size office. The nearest PB office can give you the details. Or write direct for an illustrated booklet.



## PITNEY-BOWES Postage Meter

PITNEY-BOWES, INC., 2001 Pacific St., Stamford, Conn.  
Originators of Metered Mail. Largest makers of postage meters  
Offices in principal cities. IN CANADA: Canadian Postage Meters, Ltd.

# Getting the Right Start In Direct Advertising\*

*A course of study for "beginners" who want to start learning about a most intricate, but effective, form of Advertising*

conducted by  
**HARRIE A. BELL**

## POSTAL INFORMATION FOR ADVERTISERS

The most important instruction regarding postal regulations is, "get acquainted with your Post Office people, and consult them on all matters not perfectly clear to you." If you put your particular problems up to the Post Office you'll get the correct data as it operates under the latest rulings—and in this way you will build up a sound knowledge of the regulations affecting the kind of mailings you send out. Thereafter, of course, you'll consult the postal folks only in special or doubtful cases.

There are, however, a number of facts you should know without consulting anyone.

### FIRST CLASS MAIL

Personal messages are mailable under this class. However, practically anything mailable can be sent by first class. The rate is now 3c for each ounce or fraction thereof. (Sometime ago it was 2c, if the matter was going to an address within the city, town or village where mailed; 3c for each ounce if it was to go beyond these limits. That this arrangement will ever be restored is uncertain.)

The matter may be—almost always is—sealed, without means for postal inspection.

Although the postmaster would prefer that you have your return address either on the flap or in the upper left corner of the envelope, this is not compulsory.

If the addressee has moved, first class mail matter will be forwarded by the Post Office to the new address, if known. Should the forwarding address be unknown, your first class mail will be returned to you only in case your return address is shown on the envelope, wrapper, label or somewhere on the exterior. Without indication of

who is the sender, such undeliverable first class mail will go to the dead letter office, where it will be opened. If return address is then disclosed, the matter will come back to sender; if not, the matter will be destroyed.

Government postal cards (at 1 cent each) are first class. Also post cards (those you provide) may go first class with a 1 cent stamp attached. Writing is permitted. The size of post cards *on which there is a written message* may not be smaller than  $2\frac{3}{4} \times 4$  inches nor larger than  $5\text{-}9/16 \times 3\text{-}9/16$ . Should you make them larger, then the regular first class letter rate is required.

### SECOND CLASS MAIL

This is the classification for registered publications, issued periodically. Advertisers interested would do well to consult directly with local postmasters, where all special conditions affecting their own cases will be made clear. If you publish a "house organ"—a company publication regularly issued and sent through the mails—you may want to take advantage of this classification. It affects so few general users of direct advertising that details are omitted from this discussion.

### THIRD CLASS MAIL

Almost every user of direct advertising, if he distributes his material through the mail, makes use of this classification.

The basic rate is  $1\frac{1}{2}$ c for each two ounces or fraction thereof.

If you attach the correct postage, using stamps in the upper right corner as usual, no arrangements need be made with the postal authorities.

Matter mailed under this classification may not be sealed (as may first

class matter), but must be left so that postal inspection is possible. No personal messages are permitted. The envelope flap is usually "tucked in," or one end of the envelope left unsealed—for possible postal inspection. (So-called "postage-saver" envelopes are available permitting a regularly sealed top-flap, with one end-flap not glued. In recent years the postal authorities have permitted this unglued end-flap to be "spot sealed" with a mere drop of glue. Postal inspectors may break this seal for inspection, without addressee noticing it has been opened. Only a few samples of any mailing are likely to be inspected. The idea of "postage-saver" envelopes is, of course, that the sealed top-flap makes the piece look more like first class matter.)

Matter mailed under third class is required to carry a return address—preferably in the upper left corner. This rule is not always insisted on, but you will be wise to consult your postmaster if you wish to put your return address elsewhere on the piece.

Almost any style or form of advertising material is mailable third class. Duplicated letters, folders, booklets or cards, enclosed in unsealed or "postage-saver" envelopes, are regularly mailed at this rate— $1\frac{1}{2}$ c for two ounces.

Folders without envelopes (if they have enough "body" to be handled easily by postal clerks and are sealed by a sticker to keep them from flapping open in the mail—or, sometimes, without a seal, if they will lie flat and not fly open) are regularly mailed third class.

Mailing cards, of paper stock heavy enough to handle easily by postal clerks, also are mailed customarily as third class. There is no limit to the maximum size of mailing cards under third class, but students are advised to read carefully the paragraphs in this chapter under the heading "What size?"

Any material to be sent out under this third class rate of  $1\frac{1}{2}$ c for two ounces may be posted in any quantity you wish, from a single piece up, and may be dropped in any mail box. Except for the requirement that return address be given, and that it can be readily handled by the postal clerks, there are few restrictions (see a later paragraph) to bother you.

\* This course is copyrighted and must not be reproduced in part or whole without permission.



## BULK MAILINGS

Third class matter (customarily calling for a rate of  $1\frac{1}{2}$ c for each two ounces or each fraction thereof) may be mailed at an even lower rate if you will do some special chores yourself, thus saving the Post Office time and money.

These chores you do—to save the postal clerks' time—are:

You must have all matter sorted for the towns, and for the states, to which it is addressed. Packages so sorted must be separately tied and clearly labeled. The postage must be prepaid—by using "precancelled" stamps, or by an "indicia" in place of stamps, or by use of "metered" postage—and a permit must be secured from your Post Office, giving you permission to do this. When the pieces are ready to be posted, they must be taken to your Post Office or a substation, and at least 200 pieces (or 20 pounds of material) must be brought in at one time.

These may seem like too many restrictions for you to bother with bulk mail. For some types of mailings that is true. But there are thousands of advertisers, especially *regular users* of Direct Mail, as well as users who send to large numbers *even if infrequently*, who find bulk mailings an advantage.

The basic rate for bulk mailings is 12 cents a pound, with the one further restriction "*that 12 pieces will weigh one pound or will be paid for as if they did.*"

Examine that rate. If twelve pieces (because they do not weigh over a pound) are mailed for the minimum of twelve cents, the rate per piece is then 1c each. You save  $\frac{1}{2}$ c on each piece mailed, as compared with the regular  $1\frac{1}{2}$ c third class rate.

Then consider the bulk rate from a different angle. Suppose your pieces weigh  $2\frac{1}{2}$  ounces each. Under the regular third class rate of  $1\frac{1}{2}$ c for two ounces, you would have to pay 3c (an extra  $1\frac{1}{2}$ c for that extra  $\frac{1}{2}$  ounce). Let's see what would happen to our postage cost under the special bulk mailing rate. It takes 6.4 pieces of your matter to weigh one pound. Then 6.4 pieces require a postage cost of twelve cents, or a cost per piece of less than 1-9/10c. You save 1-1/10c on each piece mailed. This fractional rate is available to you by the simple process of using the printed "indicia"

## THE REPORTER



"Look, Mr. Rogers, please put our new letter-heads on this paper. Then you won't complain any more about my letters looking messy."

"Hammermill Bond? Certainly. We can't go wrong on that. Go ahead and order it."

THE HAMMERMILL WATERMARK IS OUR WORD OF HONOR TO THE PUBLIC

# HAMMERMILL BOND

Look for the name "Hammermill Bond"—that's all you need to know in choosing paper for your letterheads and forms.

Hammermill Paper Company, 1621 East Lake Road, Erie, Pennsylvania  
I'd like to see how Hammermill Bond has improved in color and quality since the easing of wartime restrictions. Please send me—free—a copy of your new sample book.

Name \_\_\_\_\_ Position \_\_\_\_\_  
(Please attach to, or write on, your business letterhead)

RDMA-MAR

in the stamp corner, and by paying the postmaster the postage rate, *by weight of the total of pieces mailed*, not by separate calculation on each single pound.

This gives you the idea. When you contemplate making use of this bulk mailing rate, consult your Post Office as early as possible to be sure that there will be no slip-up. You have to apply for a permit to use the rate, anyway, so see the postmaster early and get his advice on how to prepare for bulk mailing.

One point, not before mentioned, is the requirement that you print for bulk mailing a notation, "Section 562, P. L. & R.", in the upper right corner of the address area. But you have to decide on one of three postage methods—so talk it over with your Post Office people. These three kinds of postage are discussed in later paragraphs under the heading, "*What Kind of Postage?*"

Precancelled stamps, as used in bulk mailing, are sometimes used as the seal to hold a folder from flying open. They are also used at times to seal down a short flap extending down over the top of the address side of a folder. Again I remind you—when you want to take advantage of such ideas—go to the Post Office first, to get your plan OK'd.

#### THE SPECIAL RULING ON BOOKS

Under a special ruling books of 24 pages and more (pamphlets, catalogs, brochures or case bound books) can be mailed at a very favorable rate. We shall not attempt to give the full details here, for we highly recommend your close cooperation with the post-

master when such a mailing is contemplated.

There are definite rules, under this regulation, on what stuffers may be included and what may not. The question of what is, and what is not, a 24-page book has also been in question at times. For these reasons you will do well to know how your postmaster interprets these rulings, and fit your plans to what can be passed at once as mailable under the ruling on books.

#### AIR MAIL

The speed of air mail has been used to make direct advertising more effective. Despite its already wide use, incoming air mail still gets added respectful attention from prospects.

The rate is 8c for each ounce and the matter is always first class—permitting inclusion of personal messages.

One recent noticeable use of air mail is on business reply envelopes or cards, where the advertiser tries to induce the prospect's quick reply by this extra emphasis on air mail response. The return rate on either the business reply air mail envelope or card is 9c, one cent more than straight outgoing air mail rate.

#### WHAT SIZE?

Disregarding, for the moment, any reference elsewhere to the preferred size for any mailing piece, there is a reason why "what-happens-in-the-mail" may influence your decision on size of the mailing piece.

For matter mailed to homes it is well to consider that the postman must carry his sorted material in bundles strapped tight, and that these bundles are naturally about as wide as letter-

envelopes, not over 4 inches, which make up the bulk of what he carries. Pieces much larger than that, in width, may be somewhat crushed—in the strapped bundles or in the postman's bag.

Again, present regulations require every home to have a mail slot in the door or a mail box outside, so that the postman can drop the mail in it, and not wait for the folks to come to the door. The slot in either case rarely exceeds five inches wide. That also may influence you to keep your mailings to the home small, so that they may not be folded to slip in the slot.

Much of the mail matter delivered to offices is larger, and sometimes the larger pieces will come through in good shape—but not always. To prevent larger sized mailing pieces (whether addressed to homes or offices) from being crushed, it is customary to enclose in the envelope a cardboard "stiffener" to keep the mailing piece flat in the mails.

Smaller sizes are naturally preferable to assure no crushing. Unless some advantage is gained by using a large size, the smaller one will cost less, and more surely arrive in good condition.

#### WHAT KIND OF POSTAGE?

In addition to the customary and familiar postage stamps you use on personal letters, there are three other ways in which you can pay your postage. To make use of any one of these three ways you must consult your postmaster and have him issue a permit. But brief reference to them should be made here.

1. *The precancelled stamp* is a regular postage stamp over which has

**"TOOLS of BUSINESS"\*** *won't*

- ⇒ triple your direct mail returns
- ⇒ do 3 people's work 3 times faster
- ⇒ lighten all life's burdens for you

**"TOOLS of BUSINESS"\*** *will*

- ⇒ give you heaps of practical time and labor-saving ideas for every day use by every department of your business.
- ⇒ give you ways and means to *expedite* office-to-factory routine, *direct* shipments safely by rail and mail, caution, instruct, protect, conserve, etc., . . . to save time and money.

*\*"Tools of Business," incidentally, is the newest catalog compilation of "What's What" in label-dom, available upon request from*

**EVER READY Label CORP.**

141 East 25th Street • New York 10, N. Y.

been printed the name of your town, as the cancellation, *before* it is issued to you. You explain to the postmaster how you want to use it, and, if that fits in with postal regulations, he issues a permit and sells you the precancelled stamps.

Usually used on bulk mailings, precancelled stamps save the Post Office that cancelling operation, and they permit you to use them in place of seals (if you wish) to hold down a flap on a folder or to seal a folder's edges together; or they may merely be attached in the customary spot, if you prefer. Matter using precancelled stamps may not be dropped in a mail box; it is acceptable only when taken directly to the Post Office.

2. *The indicia* offers another method for paying your postage. It is a small "box" of type printed in the spot where the stamp ordinarily would be attached. It indicates your permit number (which your postmaster issues to allow you this privilege), the name of your city, and declares that postage has been paid. Sometimes the amount of postage paid is mentioned, sometimes not.

You secure this permit from your postmaster in advance; you print the indicia he directs in the upper right corner of envelope or folder. Indicia mail can be deposited only in a Post Office, not in a letter box. In granting you the permit, the Post Office saves itself the trouble of cancellation, and it saves you the trouble of attaching stamps. The indicia is used extensively on bulk mailings, and on regular third class at the 1½¢ rate; it may be used on first class matter if one wishes. Whenever the indicia is used, matter must be taken to the Post Office and not dropped in a box. Of course, as you deposit the matter in the Post Office, you also pay for the amount of postage involved—for Uncle Sam grants no credit on postage.

3. *Metered Mail.* In recent years there has been brought into use a machine for stamping a postal mark in the usual stamp location. This machine is used, of course, mainly by those who send out large quantities of mail.

One who wants to operate a metered mail machine leases it from its manufacturers, who, of course, have the postal department's OK of the system under which it works.

## THE REPORTER

**"Good Man" murmured the Boss  
... as he listened**



"... we suggest using the U.S.E. 'Spot-O-Gum Postage Saver Envelope' printed with a Third Class Indicia. We'll save enough in postage and handling to buy an extra run ... and it shouldn't hurt your returns ...

"... this official 'Instructions to Postmaster' paragraph, printed on the envelope, will help you keep your mailing list up to date!"

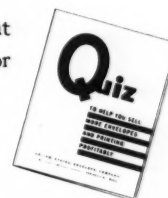
A good man knows how to get and use vital information. When he plans a Mailing, or a Package, or a Business System, he takes advantage of every money-saving, labor-saving short cut ... in Postal Laws and Regulations, in paper stocks, in U.S.E. standardized envelope forms ...

How does he get this information? That's easy! He opens his U.S.E. Envelope Analyzer Kit and there it is, in convenient work-sheet form. With the Analyzer Kit and its three work sheets at your elbow you can check every important detail needed to insure the success of your Mailing, your Package, or your Business System.

*And it's free!* Ask your printer or paper merchant for a copy of the U.S.E. Envelope Analyzer Kit — or write us on your letterhead, please.

**Want to have fun?** You can really stump the experts with the U.S.E. QUIZ SHEET. We'll send you copies, free — with an Answer Folder.

E7C



**UNITED STATES ENVELOPE COMPANY**

14 Divisions from Coast to Coast **SPRINGFIELD 2, MASSACHUSETTS**

**U.S.E. ENVELOPES**

*Your 3-Fold Business Partner*



MAILINGS



PACKAGING



SYSTEMS



The lessee of the machine, before he can operate it, must have his local Post Office set the machine to "re-lease" a given number of impressions. He pays cash in advance. The machine is then set to deliver the amount of postage paid for, and will stop when the value is used up. There follows a new cash payment, and a new adjustment of the machine by the Post Office.

Users of the machines like them for many reasons not necessary to outline here; postal authorities like them because "metered mail" saves cancellation labor, and speeds up distribution of the mail.

Metered mail is used for all classes of postage. Anyone contemplating its use will do well to consult his local postmaster or the manufacturers.

#### BUSINESS REPLY CARDS AND ENVELOPES

The Government some years ago granted a collect-the-postage-on-delivery privilege for certain types of business use on return mail.

Since then advertisers have been able to send out their *return* post cards and envelopes without postage attached, telling customers "no postage required; we'll pay it when received." The use of these business reply cards (and envelopes) has become standard practice, and has been most effective as an aid in securing more inquiries and orders.

The person or firm desiring to use the privilege secures his permit from his local postmaster. From then on, he may print the prescribed style of business reply return address on his return cards or return envelopes, and the postman will collect the postage only on its return to the sender.

The postage rate is set at 1c more than if the piece carried regular postage stamps. That is, on postal cards of the proper size—not larger than 5-9/16 x 3-9/16—the charge is 2c instead of 1c; on matter returned in envelopes 4c instead of 3c; and on air mail letters 9c instead of 8c.

Note this advantage in use of the "business reply" privilege. Before its advent, a man wishing to prepay postage on a return card which he enclosed with his mailing had to spend at least \$10 for postage to attach to his return cards for each thousand mailings. (Or he could use the regular government

postal cards—also at \$10 cost.) Now the postage is collected *only on returned pieces*, and an advertiser would have to have 50% in returns (at the 2c return card rate) before he spent an equal sum.

Extension of this privilege to advertisers has become so popular that it is likely the Government has lost nothing.

To obtain the business reply privilege you must apply at the Post Office, where full particulars are supplied on the type forms you may use. Printers everywhere are also informed on this usage, and if you already have a permit number your printer needs no further instructions.

#### RESTRICTIONS AND SUGGESTIONS

In the preparation of printed pieces for the mail it is well to cooperate with the wishes of the Post Office Department. The department's restrictions and suggestions are not arbitrary, and are the result of experience. Some of these things to remember include:

Do not use a dark-colored paper for the address side of a folder or an envelope. Instant readability is necessary at the sorting racks, and dark papers make reading of the address difficult.

Space for the address must be clear for at least 3½ inches from the right side of the folder or envelope.

The stamps should be placed in the conventional right upper corner, also having 3½ inches clear space, as the address has, to allow for cancellation.

Include the postal zone number of the addressee. This number should follow the name of the city—as, "Boston 3"—with no comma between. Your postmaster will cooperate with you in obtaining the proper zone number of each name on your lists—and without cost to you.

Pins, paper clips and like metal pieces must not be used to fasten enclosures, as they clog up the cancellation machines. When your material must be attached in some manner, be sure to get your Post Office OK on how to do it.

*Post your mailings as early in the day as possible.* So many people needlessly wait until the day's end to post everything, that undue congestion

happens then. The wise mailer gets his material in early, and assures no delay in its getting promptly on its way.

#### USE YOUR HEAD

By thoughtful use of the postal privileges which are yours, you can sometimes do a job well at less cost; or do a better job at the same cost.

No one can tell you ahead—you must do your own thinking. But two illustrations may help you get the idea:

One advertiser was sending out a booklet and a carefully processed letter (with the addressee's name typed in, to match the processed material), which he wanted to look, to each recipient, like a personal mailing.

In consequence, he sealed the envelope and paid first class postage of 9c, at the rate of 3c an ounce for a mailing weighing 2½ ounces. On the argument that any postage of either 2c or 3c looks like first class postage to the recipient, he was induced to send this mailing thereafter in a postage-saver envelope, third class, at the rate of 1½c for each two ounces. The result was 3c postage—looking quite definitely first class to the recipient—and saving the advertiser 6c on every piece mailed.

Another mailing, weighing just under two ounces, called for 4c postage if mailed first class within the city. (The 2c rate was then in effect.) Our recommendation on this mailing was to use the postage-saver type of envelope and mail it third class, calling for 1½c postage. But, instead of using the brown 1½c stamp we advised using the red 2c stamp to give the piece the appearance of first class. In this way we saved 2c postage on each piece, but retained the appearance of first class material. The Post Office does not object to your use of more postage than called for—and that extra half cent seemed a good trade against saving two cents.

*(To Be Continued Next Month)*

The editor was constantly after the young reporter to be concise and never use two words where one would suffice. His teachings bore fruit when the reporter wrote up an accident as follows: "Bill Smith struck a match to see if there was any gas in his tank. There was. Age forty-seven."

From The Howe Fulcrum, h.m.  
The Howe Scale Co., Rutland, Vt.



## A TRIP ALL DIRECT MAILERS SHOULD MAKE

On Tuesday evening, March 12, *this reporter*, along with about fifty members of the Mail Advertising Service Association, made a well supervised tour of the N. Y. Post Office.

We have been through a lot of Post Offices in the last twenty-five years, but still get a thrill out of the inside excitement and systematic efficiency.

Now that the bars are down, we recommend that all readers of this magazine and all users of the mail arrange for a guided trip through the largest Post Office you can find.

We understand that Post Office officials will be glad to arrange for such tours . . . preferably in conveniently sized groups. You will learn a lot about your own mailing problems . . . if you keep your eyes open.

For instance, seeing those big shoots leading down to the facing tables . . . and how the tables are cleared before the shoot is opened again for a new batch . . . you will appreciate the importance of mailing early in the day, or mailing as frequently as possible during the day.

Watching the rows and rows of workers at the facing tables . . . you'll appreciate the speed-up possibilities for your own mail if you have your mail (even first class mail) neatly tied in bundles with the addresses and stamps all facing the same way.

Watching the clerks at the sorting cases, you will get the idea that it pays *in time* to have the zone number in all addresses. The casing racks now have special pigeon-holes for zoned mail. That mail gets first attention.

When you see the expert tossers throwing bundles of large pieces into the racked mailbags, you will understand the importance of using standard size envelopes, or if they're large envelopes, having them strong and well protected.

Go through your Post Office. Learn the problems and the drama of mail handling. It will help you get better results from your use of the mail. It will help you get along better with a very fine bunch of people . . . the employees of the U. S. Post Office.

## THE REPORTER

*Rodin's chiseled name . . .*



A RODIN

Rodin's signature, famous in his chosen field, was graven in imperishable marble.

EAGLE-A



PAPERS

This famous watermark in Eagle-A Papers is your guarantee of value.

## symbol of a titan in sculpture

By sheer force of originality, Auguste Rodin assailed classical concepts of sculpture and his bold pioneering created a vital school of art. Rodin's name, chiseled in an *object d'art* is synonymous with genius and recognized leadership. His handling of values, in marble produced unrivalled texture and composition which acclaimed him as preeminently "The Master" by his contemporaries.

## EAGLE-A AGAWAM BOND

with its famous Eagle-A watermark—combines 100% new cotton fibre with outstanding paper-making skill to produce a quality paper of a texture and composition that has won acclaim and leadership with buyers of paper for business and legal use.

Quality in business stationery is an asset—it impresses your customer, client or prospect—builds prestige and goodwill and acts as your silent salesman at all times.

Ask your printer, lithographer or engraver for Eagle-A Agawam Bond business stationery.

*Ask your stationer for*

**EAGLE-A AGAWAM BOND BOXED TYPEWRITER PAPER**

# EAGLE-A PAPERS

AMERICAN WRITING PAPER CORPORATION • HOLYOKE MASSACHUSETTS

# POST OFFICE

It looks as if the age of air transportation for all first class mail is practically upon us. A program for a vastly extended air mail service which would eventually carry all first class mail on hauls exceeding 300 miles, at a 3c an ounce rate, was submitted to Postmaster General Hannegan on March 14th by the Second Assistant Postmaster General Gael Sullivan.

The specific, immediate proposal is in favor of the bill now in Congress to establish a 5c an ounce air mail rate, which according to Mr. Sullivan's recommendation should remain in effect . . . "until conditions permit of again lowering the rate or until such time as conditions permit transporting all long haul first class mail by air."

There is a definite indication in the report that the 3c rate is the eventual goal of the Post Office Department. Although he acknowledges that the plan would increase the deficit of the Post Office Department at first, the Second Assistant urges that advocates of the balanced budget (and again I quote) "should not be shortsighted about expansions in service now that bring reductions in cost later."

Mr. Sullivan concluded with the statement that longhaul first class mail could be flown now at a profit, even if the rate was immediately reduced to 3c (and here's another quote) "*but the reduced profit resulting from the increased costs of handling by air would not be sufficient to offset the losses incurred from handling other classes of mail and services conducted by the Department.*"

We're glad that the report has been made to the Postmaster General, but even more pleased that a responsible officer of the Department has finally gone on record in favor of giving additional service to the public even at the expense of an unbalanced postal budget. *Even more startling and pleasing to mail-users should be the statement (even though it is only inferred) that overall postal revenue should attempt to cover costs for the entire postal service, and that there is no logical reason why each class of mail or special service should*

A REGULAR REPORTER FEATURE



EDWARD  
N.  
MAYER  
JR.

*be expected to pay its own individual way!*

Letters continue to reach us filled with new and varied complaints of slow service on deliveries of all classes of mail. And although we have no ready answer to the question of what causes the delays or when they will be eliminated, we do start to see a small ray of sunshine. We see it in a little better time of deliveries on some recent tests made around the country . . . and we see the Post Office taking some tangible steps by printing such notices as the following . . . which appeared in a recent Postal Bulletin:

"As a general policy, two-trip residential routes should be arranged so that carriers will deliver all classes of mail on each of the respective trips. However, when necessary, in order to complete the first delivery as scheduled, miscellaneous second-class matter, except daily papers, and miscellaneous third- and fourth-class matter may be held for delivery on the afternoon trip. Miscellaneous second-, third- and fourth-class matter distributed to two-trip carriers for the afternoon trip should be delivered on that trip if delivery can be accomplished without the use of overtime or auxiliary, otherwise such mail may be held for delivery not later than the first trip of the following morning. *Second-class matter bearing a specified delivery date may not be held beyond the date for which delivery is specified.* These instructions with respect to two-trip routes provide that miscellaneous second-, third- and fourth-class mail must not be held more than one trip after having been distributed to the carrier. On Saturdays, all mail distributed to carriers before their final trip must be delivered that day."

Here's a quote from another letter on the double post card subject. This one is from F. B. Wilson, Vice-Presi-

dent of Thompson & Company of Tampa, Florida, who sell "Fine Havana Cigars By Mail"—

"I might say that we have found these double cards to be very profitable, especially when we have only a small supply of cigars on hand and desire to move them in as short a time as possible."

If you haven't used a double card in your business . . . you might find it worthwhile to make some tests of their value. Haven't heard from anyone yet who doesn't say that they do an extremely good selling job.

Something new has crept into the results of some recent tests we've been making on the comparative value of the color of a postage stamp (or meter imprint). Tests made in the past (before the war) always proved that the color of stamps or meter did effect the overall results of a mailing. Invariably Purple was first, followed in order by Red, Blue, Brown and Green. However, the latest tests show pretty conclusively that although Purple is still first, it is followed very closely by Blue, with Red falling back to a poor third place. Brown and Green follow in the same old order.

The same tests re-prove that commemorative stamps *regardless of their color* still outpull all regular stamps (or meter imprint). But you know what we think of tests . . . you don't? . . . well, we think they're lovely but (and it's our usual big one) you're better off if you don't believe a thing you hear or read about them until you've done your own testing on your own product under the unique conditions which affect your . . . and only *your* business.

The following item reprinted in whole from the Postal Bulletin of March 5th heartens us greatly. It proves that the Post Office is really on its toes attempting to do a better job for its patrons. That means you twice . . . first as a customer entitled to the best possible service at the lowest possible cost and second, as a taxpayer who will have to pay his or her

share of any deficit in the Post Office due to obsolete management and/or poor administration:

#### "Rewards To Postal Employees For Inventions"

Insert No. 419

Order No. 30730; dated February 27, 1946

The Postal Laws and Regulations of 1940, are amended by the addition of a new section, reading as follows:

60½. The Postmaster General is authorized, under such rules and regulations as he may prescribe, to pay a cash reward for any invention, suggestion, or series of suggestions submitted by one or more employees of the Post Office Department or the postal service, which will clearly effect a material economy or increase efficiency in the administration or operation of the Post Office Department or the postal service, and which has been adopted for use.

"The total amount of rewards made under this Act in any one fiscal year shall not exceed \$25,000 and the amount so paid for any one invention, suggestion, or series of suggestions shall not exceed \$1,000.

"Rewards made under this Act shall be paid out of the appropriation for the postal activity primarily benefiting, or may be distributed among appropriations

for postal activities benefiting, as the Postmaster General may determine. Payments shall be in addition to the regular compensation of the employee receiving the reward. No employee shall be paid a reward under this Act until he has properly executed an agreement to the effect that the use by the United States of the invention, suggestion, or series of suggestions made by him shall not form the basis of a further claim of any nature upon the United States by him, his heirs, or assigns. (Public Law 240, approved December 3, 1945.)"

\* \* \*

If you haven't seen a copy of the Envelope Analyzer just issued by the United States Envelope Co. of Springfield, Mass., get one immediately. It's by far the best thing we've ever seen on Postal Information. It contains among other valuable material, a Quiz on Postal Problems, a booklet on Current Postal Rates and another on Keeping Your Mailing List Up-To-Date through "Instructions to the Postmaster" and "Requests to the Addressee." U. S. Envelope has always done a good job on the postage subject . . . but the Envelope Analyzer is even better than their previous best.

#### ANOTHER HOUSE MAGAZINE REPORT

Dear Henry:

Attached are six copies of a house magazine: "Call Workman." It is all our stuff . . . from its beginning. It is doing a job. 12,000 being mailed monthly. Approximately fifty replies received monthly. An average of 22 new accounts closed monthly, *credited to the magazine*. The "essays" on "time" have interested top management strangely. It's a lot of fun, and we really work on it. However, the company behind it is the finest in the land.

Solong,

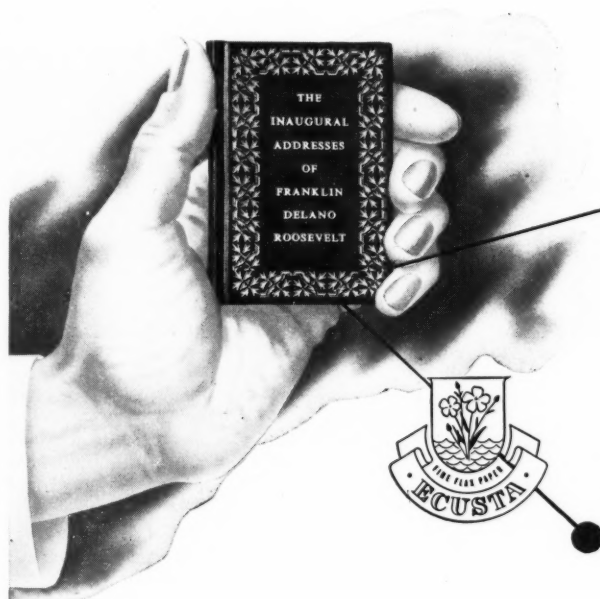
Oren Arbogust  
30 North Michigan Ave.  
Chicago 2, Illinois

Reporter's Note: "Call Workman" is the house magazine of Workman Service, 58 E. Washington Street, Chicago 2. It's a simple four page, two color job with odd size of 7"x7". Same masthead but color block changed each issue.

It is short, lovely, well-written . . . no wonder it adds new accounts regularly. Oren possibly forgot to add that it must be responsible for "holding" customers, too. Let's have more reports like this.

## A MERRYMOUNT PRESS MINIATURE

Beautifully Printed On



## ECUSTA *Fine Flax* BIBLE

Mr. John Bianchi of D. B. Updike, The Merrymount Press (Boston), printer of this distinctive miniature, published by A. J. St. Onge of Worcester, Mass., reports:

*Having read Ecusta's advertising, we examined Ecusta Bible, substance 24 and selected it for this miniature edition of "The Inaugural Addresses of Franklin Delano Roosevelt."*

Light — opaque — Ecusta Bible provides an exceptional background for fine typography. Use modern, distinctive, functional Ecusta Bible for keepsakes, diaries, date books and de luxe editions.

## ECUSTA PAPER CORPORATION

PISGAH FOREST • NORTH CAROLINA

FINE FLAX AIR MAIL • FINE FLAX WRITING • BIBLE PAPER • SPECIAL MAKEREADY TISSUE • THIN PAPER SPECIALTIES

## ONE ADVERTISING MAN TO ANOTHER

*A Critical Analysis of Advertising  
as Seen by George Kinter*

Dear Henry:

"The Consumer is a Jerk," titles an article in a recent issue of an advertising journal, and the agency man who wrote it is convinced that this "jerk"—not the advertiser, agency or publisher is entirely responsible for offensive advertising. This jerk, the writer contends, actively supports offensive advertising—in fact, asks for it—and advertisers, agencies and publishers have to supply it.

"Evidence that the public is a jerk hits the good advertising man in the face everywhere he goes," says this agency man. "Let him go into the subway (there's your great American mass market) or out to the ball game (the great national sport) or to a

meeting of the women's auxiliary, and there's the American public proving it is a jerk."

"Most anything the public does or thinks," says this agency man, "is the action of thought of a jerk. The public has bad judgment and worse taste and prefers to let somebody else do the thinking, good or bad."

He points to the "thousands of fools who throng the race tracks," to the "hundreds of thousands who fling themselves irresponsibly along the highways committing murder at the senseless rate of a world war," the "millions who spend their evenings in bars and beano parlors—all proving to the advertising profession that they are unintelligent and that it would be folly to consider them otherwise."

This agency man finds that "the public is going insane—and fast; the public is largely, and irrevocably stupid; the public is emotional, rather than rational; the public is a sucker for deception; the public has poor taste; the public falls for anything low grade; the public is a bunch of sheep—resisting aggressively any opportunity to think or act independently." In a word, the public is a "jerk," and thinks this agency man: "For an advertiser, agency or publisher to attempt to deal with the public as anything but a jerk would in many cases be disastrous," and he asks "Can they (the

advertiser) be blamed for continuing practices which some of us may believe are offensive?"

"And there," Henry, I might say, "is the thinking of the advertising profession," and I'd be as near right as this agency man is in his classification of the public.

Just because there are a lot of agency men whose contact with the public has extended no further than the subway, the ball parks, the race tracks, the saloons and possibly such "auxiliaries" as "We the Mothers," is no reason for classifying the advertising profession as two-by-twice thinkers.

I would say that the percentage of two-by-twice thinkers in the advertising profession is just about equal to the percentage of jerks in the general public. These little two-by-twice thinkers pin the little judgment they have on only what they see and they see only what they look for. They are not the "advertising profession"—they merely make up a segment of the "profession" that is giving advertising a bad taste in the mouth of that part of the public that isn't a jerk—that part of the public with which they have never made any contact.

These two-by-twice thinkers are like the insane who thinks that everyone else is insane but them—they are the "jerks" of advertising—the noisy, blatant ballyhooers who only know how to mislead the stupid and influence the jerk.

However, I will admit that my blood pressure rose a number of degrees when I read this two-by-twice thinkers' piece and I mentally criticized the magazine for printing it, but after a bit it dawned on me that the magazine might be smart in doing so. It made public the low-grade thinking of at least one agency man and it might encourage others of the same calibre to come out of their holes.

And it just strikes me that a few articles like that reprinted in *Reader's Digest* or some other big circulation magazine might give the jerks something to think about.

### FINGER POINTING

As you know, Henry, I've long contended that finger pointing by the advertising press would prove effective in curbing the use of offensive, false and misleading advertising. Well,

## COVER OHIO . . .

**Over 1,700,000 Automobile Owners**

**Over 200,000 Truck Owners**

*Complete Lists by*

**COUNTY, CITY  
or TOWN**

**By MAKE of CAR  
and YEAR MODEL**

New lists every year direct from license applications. Lists of new car buyers within few days after title is issued.

**Ohio Motor List Company**

320 Richards Bldg.

Zanesville, Ohio



maybe I'll live long enough to see whether or not this line of attack will work. In an early February issue of *Advertising Age* an editorial finger was pointed at Raleigh's current advertising. The editorial is well worth quoting and I hope that neither its writer nor you will object to my doing so. Here it is:

#### THAT RALEIGH ADVERTISING

It has been the custom in the advertising field to inveigh against "that minor segment of advertising which is misleading, or in bad taste, or worse." But since no one's advertising is mentioned by name, it is conveniently easy for all of us to wrap our personal mantle of self-righteousness about us and utter pious condemnations of the bad, but never-identified company which is tearing down faith in all advertising.

Perhaps it is time to name names, and to talk concretely, rather than abstractly, about ads that do advertising no good. The new Raleigh newspaper campaign earns the dubious honor of a mention here because, while it is by no means the worst advertising we have seen, it is a long way from being the best.

Over the air, its theme of "No other leading cigaret is safer to smoke! No other gives you less nicotine, less throat irritants," is merely carnival mumbo-jumbo, in the best cigaret tradition. But when this slogan is translated into newspaper copy in which LESS NICOTINE—LESS THROAT IRRITANTS stands out like a Powers model at a GAR reunion, while the remaining words get slightly tangled up with the layout, there is a definite possibility that some readers will be misled.

#### NEW MAGAZINE

But let's change the subject to something more pleasant—to *Holiday*, for instance, the new publication of the Curtis Publishing Company.

I didn't read much of the text in the first issue of this magazine, but the trip I took through the advertising pages was as refreshing as a mountain breeze. The scenery was so eye-appealing, so utterly different from the scenery along the routes of everyday advertising, it gave me a soul-satisfying vacation.

There were no doctors along my route of travel to improve this, that or the other thing. I encountered no body odors, bad breath, itchy scalps, five-o'clock shadows, that ungroomed appearance, acid acidity, sour or upset stomach or border-line anemia. I met no tobacco auctioneers, smirking housewives admiring kitchen equipment or singing happy little washday songs.

I was not warned at every turn to drink certain whiskeys for a clear head or smoke certain cigarettes to avoid irritation. I was not annoyed by Li'l Abner, Popeye, Pepsi and other comic strip characters nor the ballyhoo for cosmetics, toothpaste, soap and other glamour producers. I beheld no males and females in fond embrace, no legs or semi-nude females (except one dame in scanty bathing suit selling Rain Beau Fish Lines).

It was a grand holiday, Henry, and I recommend it for anyone who is fed up with the advertising highways of everyday travel.

#### MORE PREDICTIONS

Just to prove that there may be something to my last month's prediction of things to come in advertising, I submit the following item:

At least 500 business executives in Washington should be prime prospects for that city's newest advertising agency. At home and at the office they received packages bearing the legend "A record that speaks for itself," containing a 6½-inch fiber recording—with only a phone number and the initials I.T.C. thereon. Nearby radio and music stores and home

phonographs revealed the voice of Russ Hodges, sportscaster, announcing the formation of the I.T. Cohen Advertising Agency—probably the first spoken commercial written by an agency about itself. (The next step will be singing it.)

As well as this item:

Los Angeles:—Outdoor billboards that flash colored pictures said to be comparable in quality with colored movies will make their appearance here this spring. The pictures and advertising messages will be shown on a 36-by-48-foot screen and will be nearly as visible in daylight as at night. It will also be possible, but not legal in many cities and states, to show movies on these billboards.

Sound will probably be added in the very near future.

And, as you of course know, the United Fruit Company is running in its advertising the words and music of the Chiquita Song.

George Kinter

P. S. I spent a bad half-hour over the paragraph marked in the "Instructions to Salesmen" of Predictive Service of Phil Campbell Argyle-Stuart, said paragraph stating:

## HOW MUCH IS A NEW CONTACT WORTH?

AT ANY PRICE, you can't afford to allow so-so letterheads be your first contact.

But your printer can tell you how you can get quality appearance at a reasonable price. He handles paper every day . . . has expert knowledge on how it will perform under all conditions. For stationery, business letterheads and forms we think he will advise you to choose



- ✓25% rag
- ✓White and 5 colors
- ✓Four weights
- ✓Envelopes in 6 sizes
- ✓Excellent printing surface for engraving, lithography, gravure or letter press

When you want to **KNOW** . . . go to an expert!

**Rising Bond**



## Rising Papers

Ask your printer . . . he **KNOWS** paper!

Rising Paper Company, Housatonic, Mass.

**Resultful**  
**Direct Advertising**  
Planned, Created and Produced

by

**D. H. AHREND CO.**

has won

**1216**

**NATIONAL AWARDS**

*in the Last 3 Years*

*Consultation Without Obligation  
In N. Y. Metropolitan Area. Else-  
where No Charge Will Be Made  
For Consultation If Our Proposals  
Are Accepted.*

**D. H. AHREND CO.**

325 to 333 E. 44th St.

New York 17, N. Y.

Murray Hill 4-3411

**So you want to own  
YOUR OWN SUCCESSFUL  
MAIL ORDER BUSINESS!**

IF you are willing to test thoroughly  
IF you have a salable product or service with a good margin of profit and reasonable repeat sale

IF you have capital for office operations, stockpile of products to be sold and reserve needs

IF you can mail only 25,000 pieces a week to the right responsive

**OUTSIDE LISTS OF  
MAIL ORDER BUYERS**

all the year through, chances are good you are likely to get

**20,000 NEW MAIL ORDER  
CUSTOMERS A YEAR!**

obtained exclusively from one-time coverage of MOSELY OUTSIDE LISTS.

Write today to Dept. R-3

**MOSELY SELECTIVE LIST SERVICE**

*Mail Order*  *Headquarters*

38 NEWBURY STREET  
BOSTON 16

"MOSELY delivers NEW MAIL CUSTOMERS"

"Just explain to the prospective subscriber that planetary rays affect the brain cells of all people and that this affecting the mass-mind they infect it with waves of optimism and buying or pessimism and selling or pessimism and stalling such as a buyers' strike making a buyer market."

I tried punctuating it and reading it backward and even leaving out every other word, but like Reuel S. Kaighn, Manager of Sales Promotion for Phoenix Life Insurance Company, who sent this masterpiece in, I gave up as did the hard-swearing farmer he recalled, who, when the back board fell out and let a whole wagonful of apples roll down the hill, addressed the assembled multitude with these words: "Folks, I simply ain't equal to the occasion."

**GEO. KINTER WORRIED!**  
(Hurrah)

Following . . . is part of another note just received from George Kinter:

Dear Henry:

If not too late you might take a crack at me for running that stuff last month from *The Lance* without quotes. I believe that I said something in a former

article about "A little Satire being a Dangerous Thing" and then I come along with just such.

Dennison of the local Better Business Bureau just called me—said I was getting him into a heluva jam. First by my comment that Pittsburgh BBB was not issuing a bulletin and then by the article above mentioned which he feared some people wouldn't read through. I certainly would hate like hell to have anyone think that the quoted (but "unquoted") material in February report was my opinion of the BBB. It's doing a damn good job.

Yours in a hurry,  
George

Reporter's Note: We haven't blue penciled a word or line or paragraph of Kinter copy since he started writing a monthly column for *THE REPORTER*. Last month, he didn't want the vicious attack against Better Business Bureaus "quoted," so that the readers would be shocked until they reached the place where George revealed where the attacks originated. Caused an argument here in the office. Some wanted to quote, others said "let it ride." H. H. agreed.

So . . . hope all of you read through it and understood. This magazine would be the last to attack the Better Business Bureau, as all the local managers know.

**SHOWING THE LEADERS**

We should take our hats off to the Los Angeles crowd for doing the best promotion job on showing the annual winners in the Direct Mail Leaders Contest.

This year Guy Burroughs put out a miniature booklet using for the cover a reduced reproduction of the Leaders portfolio frontispiece. Inside was a listing of all the Leaders with plenty of room for comments and notations to be made by the visitors.

Here's how Guy (of 935 South Valencia Street, Los Angeles) explains the procedure:

We rent a large room at the Biltmore Hotel, advertise the Exhibit two weeks in advance to some 2,000 business men here in the locality . . . furnish cigars, cigarettes, nuts and candy and a big bouquet of flowers and invite these business people to come see the show.

People came in from more than forty miles this year to spend practically the entire afternoon going through every campaign. We had between 200 and 300 people who actually spent time looking over the exhibit. It was necessary to drive at least 25 people out of the room

at 9:00 P. M. so that we could close up the Show and go home. We get letters of apology from people who find at the last minute they cannot come to the Show. We get thanks and appreciation from hundreds of people every year for putting on the show so they can actually get some benefit from it. It costs between \$300 and \$400 to put on the show each year.

**BEAUTIFUL . . . IS THE  
WORD FOR IT**

It's always interesting to see what our English brothers are doing. More than ordinary notice should be given to the advance copy just received of *Pilchers Gazette*—a souvenir number to mark the end of hostilities.

This little 5½"x8" publication, issued by Pilchers, Ltd., paint manufacturers, 6 Chesterfield Gardens, London, W.1. seems more than a house magazine.

Editor Cyril Clayton has given this first peacetime issue a professional touch which sets a new standard for British House Organs. Rest of pages are produced throughout in two color letterpress.

**THE REPORTER**

# Notes from a Mail Selling Scrapbook

By JAMES M. MOSELY

Strikes, negative world news, differences of political opinion, the wrestling of a powerful democracy to find its way to adjust to unusual conditions, are temporary obstacles only. Human needs are such that a whirl of Direct Mail activity is inevitable.

Paper still is scarce. Printing and production continue slow and far from economical. But tests are being made and plans formulated.

Just as editors of popular magazines plan Christmas covers in warm weather, so many mail order executives are thinking in terms of what can be marketed next winter. And how.

Many Christmas offers are being shaped up as early as now. This will be a gadget Christmas again—only more so!

As more and more veterans take their places in business, a definite freshening of tone and energy created by youth, becomes more apparent, something much missed during war days. More accent on service.

The return of the veteran is reflected in advertising directed to veterans, directly or indirectly. The New York Institute of Photography has a very effective piece of copy entitled, "I STARTED MY PHOTOGRAPHIC CAREER IN A HOSPITAL BED," a testimonial from an individual who after seven long months in a hospital, found his way out through a course in photography. It is illustrated with photographs by the student himself. A note in the back explains: "Veterans—This course is approved for veterans' training."

More specific copy will be beamed at regular and disabled veterans, who will make up a tremendous market as

soon as they find themselves vocationally and domestically.

Now! Quick frozen chickens by Direct Mail!

With a billion dollar industry in the making, it's logical that frozen foods at last make a bid for luxury buyers by mail.

A former New Yorker, who has "gone rural," is making the effort through most attractive copy. The "fryer" comes boxed in an attractive New England chest.



Direct Mail has had much more publicity the past two or three years than for a long, long time. I hear that Collier's for March 30th had a most fascinating and timely article on this all-too-little-known subject! (Note by H. H.: Good Housekeeping for April had a good story about Post Office authorized by Sigmund Sameth.)

Results for some specialty companies which cater to the lower bracket income prospects have been off from 25% to 50% on their sales, during the past two or three months, according to several last minute reports just before press-time. This probably is due to the shift-over of workers to peacetime activities, to strikes, and negative news, etc.

However, far-seeing mail merchandisers do not expect this to be permanent, because most of these lower-bracket people will be re-employed and very busy soon.

Palmetto Canning Company, Palmetto, Florida, which sells TAMIANI Tropical fruits by mail, includes in the carton a dark-blue acknowledgment card on which the recipient can place a one cent stamp. Ample room is allowed on the ruled reverse side for a message of thanks.

## We Have The NATIONAL LISTS

Compiled to Reach INDUSTRIAL and FINANCIAL . . .

- Executives
- Treasurers
- Controllers
- Purchasing Agents
- Engineers
- Employees

## Discharged Servicemen

## Consumers . . .

- Housewives
- Civil Service People
- Club Members
- Association Members

## Public Officials

- City, State, Federal

## DUNHILL LIST CO., INC.

565 FIFTH AVENUE  
NEW YORK 17, N. Y.  
Plaza 3-0331

## SELL BY MAIL

With Actual Photos!

Let genuine photographs of your products or service work for you on sales letters, folders, circulars, etc.

Any original photograph will reduce proportionately into six different sizes of "tip-ons," gummed on reverse side.

No.	Size	500	1,000	2,000	5,000
4	1 3/4 x 2 3/4	\$9.50	\$14.75	\$24.00	\$50.00
2	2 1/2 x 3 1/2	12.00	17.50	33.00	75.00
3	1 3/4 x 3 1/2	10.00	15.00	42.00	60.00
6	1 3/4 x 1 3/4	8.00	12.00	20.00	47.50
9	1 3/4 x 1 1/8	7.00	10.00	18.00	40.00
1	3 1/2 x 5 1/2	17.00	27.00	49.00	110.00

We suggest you send us your original photograph, and we will gladly prepare samples without cost or obligation. Seven to ten day service.

**The Grogan Photo Co.**  
Danville, Illinois



"Dear Madam: Is YOUR investment portfolio in shape to weather the economic changes ahead?"

## Are you reaching the right people, FOR YOU?

For your next mail promotion, consider trying a carefully chosen list of the RIGHT people for you . . . not just names, but folks known to be buyers of products or services similar to yours. We can locate such a list for you . . . among over 2,000 privately owned lists registered with us and being added to all the time. They're available on a low-rate rental basis. Tell us what you're selling and we'll make suggestions without obligation.

### D-R SPECIAL LIST BUREAU

(DIVISION OF DICKIE-RAYMOND, INC.)

80 Broad Street Boston 10, Mass.

## What would it be worth to YOU to receive \$10.00 to \$4,000.00 EXTRA EACH YEAR?

MOSELY CHECKS are welcome additions to PROFITS, useful for new equipment, more people, increased advertising!

These checks don't come "out of a hat" but from your addressing on a one-time basis empty envelopes to your lists for non-competing MOSELY MASS MAIL ORDER CLIENTS.

## OVER 15,000 CHECKS HAVE BEEN SENT TO LIST OWNERS BY MOSELY

Tell us what lists you have, how arranged and plan to appoint MOSELY as YOUR EXCLUSIVE NATIONAL LIST BROKER.

It will pay you!

Write Dept. R-3

### MOSELY SELECTIVE LIST SERVICE

Mail Order List Headquarters

36 NEWBURY STREET  
BOSTON 16

"MOSELY sends the CHECKS!"

A huge new plant at Oshkosh, Wisconsin, with 77,000 square feet of floor space, is literally the "factory that Direct Mail built"!

Sixteen years ago a live wire, Miles W. Kimball, went to Oshkosh (Wis.) to seek his fortune, in the regular Horatio Alger style. He started a small lettershop. His ideas were such that he gradually used the lettershop as a basis for doing quite a bit of Direct Mail of his own, to get customers for one specialty or another. He found items which he could sell to doctors and other selected groups. Gradually he graduated to a high grade business on greeting cards and gifts, Direct Mail to the consumer. Under his creative day-and-night work, a specialty Direct Mail to consumer business which does over a million dollars a year, has been built. With Direct Mail to consumer as the foundation, he has obtained and closed 250,000 consumer customers and 5700 store accounts. He sells retail to the public, and wholesale to stores, direct by mail.

His new plant takes the place of six sites scattered all over the city. He has been having approximately 200 full time employees through the year, and around Christmas, 700. After extensive improvements, he'll be able to double the employment which he will be able to give, and centralize all of his storage, promotion and shipping.

A salute to an ambitious American who has shown that "it can be done"!

\* \* \*

Perhaps the mail order book sellers still have a job to do.

Miss Virginia Manor, in an article entitled "I WORKED FOR THE GALLUP POLL" in March "In Short," reports:

"It's not so easy to find people who have read a book in the past few months, as those who have seen a movie. A startling proportion haven't read a book in years.

"Many say that they have no time to read, or they can't concentrate on a book. In general, women do more reading than men, particularly married women, without very young children."

\* \* \*

Unique mail order business of the month:

Mosse. linens. offers "best gift ever for the 1946 spring bride." It's a "planned economy trousseau gift cer-

tificate," good for 80 pieces of linen, at \$198.00, (with \$8.00 extra if for a double bed).

\* \* \*

After four years of war "jitters," the average man with a home is glad to turn his thoughts to domestic matters, such as renewing his lawn.

C. B. Mills, O. M. Scott & Sons Company, uses the following approach for his early spring mailing:

"One of those home problems deserving a renewal of peacetime interest is the lawn. Some have had normal attention, but millions have, of necessity, been neglected. Now, in this spring of 1946, they become the first order of business."

After offering its free bulletin, LAWN CARE, it continues:

"This is a sort of call-to-arms method for those whose lawns have been at war. To all others, it is an urge to carry on. Your lawn is a living thing requiring food and regular reinforcing with new, vigorous grass."

It then refers to a bulletin, and leads up to getting an order on a cheerful, green order blank, describing in detail the various Scott products, and makes it easy to order direct by mail, delivery charges prepaid. If an account is to be opened, there is space for name of bank or other reference to be filled in.

The letter is on a note-size letterhead, with the usual Scott breath-taking color photograph of a Scott lawn, surrounding a handsome home. (Scott has done one of the outstanding jobs as a mail seller in the use of color, to get across its products, with the prospect).

\* \* \*

Spring advertising of the new Sears catalog has almost an exultant tone as the Company points out that the catalog is packed with postwar items, such as alarm clocks, oil stoves, bath towels, gas stoves, pressure cookers, curtain stretchers, and many other specialties.

It's sending large numbers of people to the Company stores to look over the catalogs there, though the catalogs may not be available for mail distribution.

\* \* \*

SEARS has a 1,380 page book, largest Spring issue in 25 years.

WARD's has a 1,004 page catalog, larger than last year by 250 pages, with more offerings of furniture and hard lines.



SPIEGEL has a Spring book of 660 pages, the largest one it has put out at this time of year, with much emphasis on California sports fashions, a home freezer unit, etc., departmentalized into five major subjects.

ALDEN's has come close to dropping its old name of Chicago Mail Order Company and has issued a digest for new customers, in addition to a catalog, about 12% larger than last year; is including furniture and hard goods as fast as it can. Eventually, it will have a complete line of appliances.

In spite of great difficulties and many refunds, because of non-availability of merchandise, the large catalog mail order houses face toward the future with great expectations.

\* \* \*

"Last Call!" or "Last Chance!" Another tested device for getting immediate attention from the consumer, leading toward action.

Another way to get more action, more easily:

A book publisher tells the prospect to "Send no money!", but look the book over for a free five-day trial. The prospect can send back a coupon or order card, or just call a certain telephone number in the area during the week, including Sunday and probably evenings, and have the book rushed to him.

It pays to make it easy to order by mail!

\* \* \*

An experiment with air freight to 650 contacts (dealers) on the West Coast and in the Rocky Mountains was tried out recently by Alden's (Chicago Mail Order Company). A questionnaire asked when the shipment arrived, the condition of the contents and whether or not the customer would be interested in continuing to get fast service at additional charge.

Nine out of the ten who received the packages were willing to pay the extra cost. Ninety percent received the packages on the following Monday, with time cut five to six days from the usual parcel post delivery period.

\* \* \*

Probably you have followed the highly successful "Picture Stories," (articles told in pictures or drawings) in Look.

Field surveys have proven that such articles are read by many more than type articles alone, and that even type articles can be doubled in readership by having diagrams to illustrate some of their principal points. On the other hand, pictures or drawings without some type copy are not as productive as when combined.

A new book, "THE TECHNIQUE OF THE PICTURE STORY," a guide to the production of visual articles (McGraw-Hill, \$3.50) is off the press. It is written by Daniel D. Mich, Executive Editor, LOOK, and Edwin Eberman, Art Director, LOOK.

The book, which itself is written mostly in visual technique, indicates the immense amount of engineering planning which goes into a single feature of this sort. The authors say that the following are the five essentials for a good picture story:

1. An interest that transcends the news.
2. Picture impact.
3. Sharp focus.
4. Focus on people as opposed to things.
5. Universal interest.

Picture stories, whether for Direct Mail or magazine publishing, call for considerable basic research, a strong, sharp angle, a shooting "script," the taking of all pictures possible from many angles on a definite schedule and the selection and integration of the pictures to make a most striking and interesting series. The book, however, applies the same technique to line drawings, cartoons, maps and diagrams, etc.

Since the picture story technique is "the one most likely to succeed" to increase prospect interest and results from Direct Mail, this book is unusually stimulating and timely. Although it does not specifically discuss, at any length, how it can be used in Direct Mail, it is packed with "liftable" ideas and suggestions which could revolutionize much of the Direct Mail of the future. (Incidentally, it does have an excellent section of "picturized" house organs and trade publications.)

A combination of picture story Direct Mail advertising with field check-ups on the effectiveness of individual pieces with typical prospects could double or triple the productivity of many a Direct Mail campaign.

It will come!

## Here is THE LIST ! you need NOW !

Again and again those who use our list tell us they get BETTER RESULTS.

Luxury products, exclusive shops, financial and news services, book and magazine publishers, money-raising campaigns . . .

### TEST IT NOW . . .

**30,000 Men and Women**  
**—the Cream of New England's**  
**Mail Responsive People**

Carefully selected, kept accurate by daily attention,—effectiveness is doubly assured by cooperative scheduling.

Your empty envelopes addressed at \$12.50 per M and returned promptly. A test of 2,000 will convince you they are

**The ideal target for  
your next mailing**

Order thru your Broker or direct

List Department  
**PUBLICITY SERVICE BUREAU, INC.**  
FOUNDED IN 1915  
Needham 92, Boston, Mass.

## EYE'CATCHERS



THE photo that reaches out and grabs the eye quickly guarantees a flying start towards profitable results. That's our job! We put a hundred new photo subjects on your desk every month . . . all situations . . . all types of business . . . all permeated with PEP. Newest techniques . . . newest ideas . . . newest photography. If you have a finger in the creative pie of Sales Promotion EYE'CATCHERS will make your ads sing . . . and at \$6 a month it can be sneaked into any budget. Write for free proofs and details of subscription plan.

CLIP COUPON TO LETTERHEAD AND MAIL

**FREE! . . . mail this now!**

EYE'CATCHERS, Inc. 10 1/2 E. 38th St., N.Y. 16

Please send FREE proofbook referred to in ad. No obligations.

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_



When you think of mailing-lists—  
think of GUILD

76 NINTH AVENUE  
NEW YORK 11, N. Y.  
Chicago Office, 7 So. Dearborn St.

## SELL BY MAIL

Let this successful mail order advertising agency show you how to sell your merchandise, books, courses, services, etc.

The ARTWIL CO., Advertising  
24 West 48th Street • New York 19, N. Y.  
MEdallion 3-0813

**SAVE**  
ON  
**ADDRESSING**

Over 200,000 Envelopes weekly  
3 lines—\$5.25 per 1000  
4 lines—\$6.00 per 1000  
Daily pick-up in New York  
Delivery service—48 hours  
Clear, Clean, Accurate Work  
Complete mailing service  
available at low rates.  
DEGROODT & ASSOC. Inc.,  
DEPT. 8-8729 78TH ST.  
WOODHAVEN 21, N. Y. MI 2-4250

## WANTED

Specimens of Direct Mail pieces and campaigns. Facts on new tricks and methods. Copies of house magazines. We'd appreciate it if you would have stencils for us placed in your promotion and house magazine lists.

THE REPORTER  
17 E. 42nd St., New York 17, N. Y.

## SELL BY MAIL with RETURN-A-CARD

50% MORE  
ANSWERS  
FREE  
SAMPLES

Write on your business stationery for KIT 27 of 4 types of successful mailing devices which have produced

AMAZING RESULTS  
for many of the largest mailers. Adaptable to your specific requirements. Our complete copy, art and printing departments will submit layout with no obligations.

Write Now! TESTED SALES PRODUCERS  
3 EAST 14th ST. • NEW YORK 3, N. Y.

## THE TAIL THAT WAGGED THE DOG

Here's an interesting tale of a case history which should interest every reader of THE REPORTER. It came to us in the following well written letter from Ernest C. Roberts, Advertising Manager of The Clark Controller Company, 1146 East 152nd Street, Cleveland 10, Ohio:

In 1938 we began publishing our House Magazine, "The Contactor". We wanted to have at least one page featuring something that was out of the ordinary for an industrial publication, so, after long consideration, we decided upon a page of recipes under the title "The Chef's Corner". Said recipes are written in a rambling, chatty sort of style, so that any man can go out in the kitchen and turn out a respectable dish. Further, I test each one myself—and there's an unwritten offer to recompense anyone the cost of the ingredients if the dish doesn't turn out as described. I've never sent a check—yet!

The reaction was positive—and almost immediately many readers wrote in, or button holed our sales force, asking in very sarcastic language what relationship cooking bears to electrical control apparatus. Many others commented favorably, but the pay-off came when hundreds requested that the magazine be sent to their homes instead of to their business addresses. I think you'll agree that any direct mail material your customers and prospects take home has practically reached the zenith of infiltration.

Of later years we've had many requests for back issues—hundreds of requests from girls in offices to be put "on the mailing list"—and practically a demand that all the recipes be combined in one booklet.

So it came about that the feature page became dominant in the magazine—the tail wagging the dog. We're in the electrical control business—not the cook book industry, but a lot of customers wanted the cook book.

After a lot of thinking we decided to combine the better recipes with a brief cataloging of our apparatus, and after much planning, we produced the booklet, "Recipes for Good Food and Good Control". This was enclosed with the January 1946 issue of "The Contactor". At the same time supplies were sent to our District Offices as listed on the back cover of "The Contactor".

Came the deluge! Letters, telegrams, 'phone calls, personal calls—everybody wanted copies. Customers took the booklets home, and their wives demanded copies for Aunt Minnie, Cousin Hepatica, Sister Hysteria, and all their friends. Our Sales Engineers visiting customer's offices were swamped in seas of gals asking for copies—which they got—and good-will resulted from generous distribution.

Had we been manufacturers of consumer products instead of highly specialized electrical control devices, we could have spent our entire advertising appropriation on the booklet.

From a production point of view, you'll be interested to know that the cover was printed offset. 32 pages had light green tint blocks, and 32 yellow tint blocks—printed Letter Press 16 up and turn.

Credit Bill Fintze of Lezius Hiles Company with layout, art work, etc. Dill & Collins with paper. Symes & Olds Company with engravings and photos. Hans Volck with retouching.

"The Contactor" has been entered four times in DMAA—and has won awards four times, and once in a while when I'm feeling low, I think about that and get a fine mental and spiritual uplift out of it.

Hoping you are the same, I am  
Ernest C. Roberts  
Advertising Manager

Reporter's Note: A good example of an accidental promotion turned into a well planned long-term campaign. Congratulations to all concerned. We'd like to fill THE REPORTER with case histories like this. Let's hear from you. Don't be modest!

## A NEW WRINKLE IN EDUCATION BY MAIL

There are many possibilities for hook-up between radio and Direct Mail. We think the following item which appeared in the New York Times of March 17, 1946 is worth reprinting.

## ILLINOIS CLASS IS HELD BY RADIO AND THE MAIL

"Students separated by hundreds of miles meet in a unique class started last week by the University of Illinois. Radio and correspondence instruction are linked for the first time in the university's history. The subject of instruction is business letter writing and the students get full college credit for their work, just as if they were meeting in a campus classroom instead of working in their own homes.

"The university's non-commercial education radio station, operating on a frequency of 580 kilocycles, can be heard in all of Illinois and near-by areas of adjoining States. The students mail in their work after hearing their instructors and by return mail receive personal suggestions and criticisms."

"Is your secretary very efficient?"  
"Yes, but she's kind of clock-eyed."

From Indiana Telephone News, h.m.  
Indiana Bell Telephone Company,  
Indianapolis 9, Indiana.

## HOW LONG DID YOU KNOW YOUR WIFE?

It's an old story . . . but well told in a little 3"x4", 8 page booklet (only 9 lines of large type to a page) issued by Orville E. Reed, the writing man from 132 S. Isbell Street, Howell, Michigan. He calls it "A Minute Message Of Moment," and uses the little booklet to enclose with special letters to clients or prospects. Good idea.

Did you just happen to see her on the street, walk up to her, ask her to marry you, hold out your arms for her to swoon in, call the minister and consummate the entire deal right there on the spot?

Perhaps not.

It probably took a lot of calls, many evenings on the family davenport, candy, theatre tickets, flowers, doing the nice things over a period of time, before you closed that deal.

Still, away from the romantically lit living room, you expect to meet a prospect, through the mail or in the columns of a publication, ask for an order and change an uninterested prospect into an interested customer, right on the spot. And if it doesn't happen like that you blame the advertising or the salesman.

You're the one to blame, for not knowing better.

You've got to woo prospects just like you wooed your wife.

You've got to call on them often (either through the printed word or flesh and blood salesman) and do the nice thing over a period of time.

It's odd that so many married men in business don't act as though they knew the first principles of courting customers.

## GOOD APPEAL

Albert Randolph, director of advertising for the Penn Mutual Life Insurance Company, sends us what he considers "one of the cleverest appeals I have ever seen."

It came from the Children's Aid Society, 105 East 22nd Street, New York 10, N. Y. Inside the envelope just a plain pink-tinted sheet of paper measuring 5½ x 8½ inches. Tipped to the top left corner was a 1½ x 2 inch photograph of a little girl drinking from a cup. Opposite the picture was multigraphed (and filled in) "May I be your guest at luncheon, Mr. Randolph?"

The multigraphed message followed under the photo.

## THE REPORTER

## SALES LETTERS

IF YOUR SALES LETTER seems logy and lifeless, let me give it the joyful jolt that will send it merrily on its way for better returns. Request evidence. Jed Scarboro, 102 Rynda Rd., South Orange, N. J.

"I am really not a bit fussy. Just a warm, nourishing lunch that will make up for some of the things Mommy can't afford to buy now.

"A gift of \$3.00 will make me your guest at lunch every week day for a month.

RSVP

March 13, 1946

Thank you!

"(There are 554 other children who need lunch if you have a friend who would like to join you in playing absent host.)"

Along with the message came a business reply envelope. Inside the flap was a form for indicating a contribution. Back of flap contained three brief paragraphs of information about the Children's Aid Society.

"Who is that man?" the small boy asked his father, pointing to a gentleman standing on the dais of the House of Representatives.

"That is the chaplain of the House," replied the father.

"Does he pray for the members?" the son inquired.

The father hesitated a minute and then said: "No, son; when he goes into the House he looks around at the members sitting there, and then he prays for our country."

From *In Transit*, h.m.  
Atlanta Envelope Co.  
Atlanta, Georgia

## CLASSIFIED ADS

### DIRECT MAIL COUNSEL

PROFESSIONAL SERVICES available to mail advertisers in New York. Plans developed, lists secured, and literature prepared to yield low cost inquiries or mail order sales. Monthly fee and bonus. Highest references. Box 122, *The Reporter*, 17 E. 42nd St., New York 17.

### EQUIPMENT

MULTIGRAPHS, MIMEOGRAPHS, Folding Machines and Attachments — Sold, Bought, Traded-In and Repaired. Write us your requirements. Chicago Ink Ribbon Co., 19 S. Wells St., Chicago, Ill.

### HELP WANTED

LONG ESTABLISHED Growing Mail Agency has openings for several men to train for its executive staff. Can draw \$40.00 to start and participate in liberal bonus. Must be willing to get hands dirty and run errands, or anything else on occasion. Any experience on office machines, advertising, publishing, accounting, or sales may be helpful. Apply in own handwriting, please. Box No. 121, *The Reporter*, 17 E. 42nd St., New York 17, N. Y.

### MULTIGRAPHING SUPPLIES

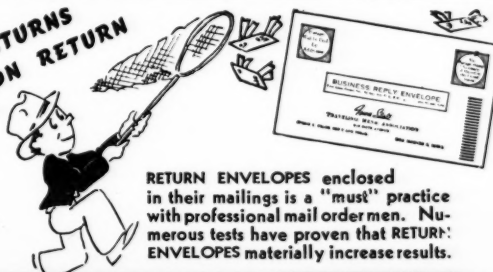
RIBBONS, INK AND SUPPLIES for the Multigraph, Dupligrph and Addressograph Machines. We specialize in the re-manufacturing of used ribbons. Chicago Ink Ribbon Co., 19 S. Wells St., Chicago, Ill.

### POSITION OPEN

RAPIDLY EXPANDING mailing service of progressive business firm needs man experienced in mailing room procedure. Start \$3900. Address reply to F. S. Talcott, Brown & Bigelow, St. Paul 4, Minn.

"I ALWAYS  
NET BIG RETURNS  
WITH TENSION RETURN  
ENVELOPES"

TENSION  
KNOWS  
HOW!



RETURN ENVELOPES enclosed in their mailings is a "must" practice with professional mail order men. Numerous tests have proven that RETURN ENVELOPES materially increase results.

**TENSION ENVELOPE CORP.**

New York 14, N. Y.  
345 Hudson St.

St. Louis 3, Mo.\*  
23rd & Locust Sts.

Minneapolis 15, Minn.\*  
500 South 5th St.

Des Moines 14, Iowa\*  
1912 Grand Ave.

Kansas City 8, Mo.\*  
19th & Campbell Sts.

\*Originally Berkowitz Envelope Co.



"a clean pair of gloves, please!"

Might be hard to sell this rather startling idea to a lumberjack.

But we believe any trees destined for the production of TICONDEROGA TEXT deserve some mighty special treatment.

And look at the results of this painstaking care: TICONDEROGA TEXT takes the spotlight when the very finest of watermarked text papers go on review. Its production is in the hands of picked men who take personal pride in making an outstanding paper.

Made in laid and wove finishes, it takes line cuts and type, by letterpress; and is also ideal for offset-lithography, and photogravure in the production of fine announcements, brochures and booklets.

We can't say there's enough TICONDEROGA TEXT to go around just yet. But you can depend on the world's largest maker of papers to increase the supply as soon as possible. International Paper Company, 220 East 42nd St., New York 17, N. Y.

**INTERNATIONAL  
PAPERS**

*for Printing  
and Converting*



Foot  
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